IN THE CLAIMS:

Please cancel claims 15-26 without prejudice.

A rewritten version of all of the pending claims is as follows:

1. (AMENDED) A method in a server for serving an image from the server to a client, comprising the steps of:

receiving a client request from the client, wherein the client request specifies a set of one or more bitmap characteristics for an image transfer, at least one of the bitmap characteristic including a number of bits per pixel;

responsive to the client request, generating a version of an image for the image transfer that conforms to the set of specified bitmap characteristics; and serving the version of the image back to the client.

2. The method as described in Claim 1 wherein the set of bitmap characteristics includes a bitmap compression format.

(3. (AMENDED) The method as described in Claim 1 wherein the step of generating the version of the image includes processing the image according to the specified bitmap compression format.

- 4. The method as described in Claim 2 wherein the bitmap compression format is lossy.
- 5. The method as described in Claim 2 wherein the bitmap compression format is non-lossy.
- 6. (AMENDED) The method as described in Claim 1 wherein the set of bitmap characteristics is specified at the client by setting a graphic control.
- 7. (AMENDED) The method as described in Claim 6 wherein the graphic control is a slider having first and second positions and a plurality of intermediate positions.

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- 8. The method as described in Claim 7 wherein the first position selects a subset of bitmap characteristics for a fastest download and lowest quality version of the image.
- 9. The method as described in Claim 7 wherein the second position selects a subset of bitmap characteristics for a slowest download and highest quality version of the image.
- 10. A method for serving an image from a server to a client, comprising the steps of: storing an image at the server;

at the client, specifying a set of one or more bitmap characteristics for an image transfer, at least one of the bitmap characteristics including a number of bits per pixel;

at the server, responsive to a client request that includes data identifying a specified bitmap characteristic, generating a version of the image that conforms to the specified bitmap characteristic; and

serving the version of the image back to the client.

- 11. The method as described in Claim 10 wherein the client is a computer having a browser for issuing the client request.
- 12. The method as described in Claim 10 wherein the bitmap characteristics include a bitmap compression format.
- 13. The method as described in Claim 10 wherein the bitmap characteristics include a number of dots per inch on a printer associated with the client.
- 14. The method as described in Claim 10 wherein the image is stored at the server in a high resolution format.

(NEW) The method as described in Claim 1, wherein the image transfer is for a web page.